

GENERAL ADVERTISING COMPANY, INC.
GENERAL LIBRARY
40 ROCKEFELLER PLAZA, NEW YORK, N. Y.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.
BROADCASTERS VICTORY COUNCIL
MUNSEY BUILDING
WASHINGTON, D. C.

EXECUTIVE 2113

Number 36

October 17, 1942.

WHILE MARKING TIME

Like the cat that came back, we make a brief reappearance this week - but for far more valid reasons. Although last week was reputedly the swan song of the BVC Newsletters, there are, nonetheless, a number of loose ends to be tied up and we know of no better way to do it. Logically enough, the organization of the American Broadcasters Association demands a certain amount of time, and during the hiatus a number of things are coming up which we think ought to be passed along to you. Consider this, therefore, as a friendly and somewhat disembodied voice from the grave. Although this is the last BVC Newsletter, anything of particular momentum that happens before ABA is running full kilt will be covered by memoranda from that organization. Sometime during the coming week all stations will receive a letter from ABA, to which we suggest you reply promptly.

First-off, there's this business of salvaging old keys which the BVC covered a few weeks ago (BVC Newsletter #34). You'll recall that a group called the Paper & Twine Club was canvassing the industry with requests for announcements to back up an old key collection drive. The keys, it appears, have a high grade of nickel silver (about 65% copper, 12% nickel, and the rest is zinc).

We told you the Office of War Information hadn't heard of the drive and neither had the WPB's Salvage Division. At that time, it was so. Since then there's been a flurry of letters from station operators telling about the growing momentum of this campaign in their home towns. We also heard from a Mr. R. H. Ziegler of the National Paper Trade Association who was - to put it mildly - incensed. He sent us a photostatic copy of a letter from the WPB Copper Branch, giving its blessing to the venture.

Without complicating the thing too much, we want to quote for you a statement by the OWI (which the WPB never told about all this) that may clear up everything. Said the OWI -

"While the Radio Bureau, Office of War Information, has no intention to question the value of a salvage campaign directed at retrieving old keys, at the same time it is felt, and concurred in by the WPB Salvage Division, that this effort should not be divorced from the over-all national salvage campaign.

"For this reason the key drive has not been given a separate priority rating by the OWI. There is no reason, however, why it may not be integrated with the regular campaign in any community, and stations are free to co-operate with the venture insofar as their availability of time and inclinations dictate."

Obviously the keys are needed for a worthy purpose - the metal goes, we're told, for the manufacture of vital operating parts in warships. The last thing the BVC wanted to do was give anyone the impression that it belittled the importance of such a campaign. We were guided by the fact that the OWI did not see fit to provide it with a separate priority rating - and the OWI was guided by the fact that the WPB never asked for one.

If you have the available time, and if the drive has been going great guns in your community - get behind it. And - now that OWI Regulation No. 2 is in force - you should henceforth contact the nearest OWI field office whenever you have any doubt about requests like this which involve war effort matters.

THE USO SAYS NO....

Here, for example, is something that came up recently. A station down yonder in Knoxville (of the Tennessee Knoxville) wired us the other day. The wire - which by some necromancy known only to the telegraph company, came addressed to the "Broadcasters Viceroy Council" - told about a request to plug "Soldiers & Sailors Souvenir Handbooks", published by a firm in New York City. They sell for a dollar a piece and our Knoxville informant understood that 10 percent of all sales were earmarked for donation to the U. S. O.

Mebbe so. The U. S. O. Headquarters in New York were checked, however, and declared that they had "no connection or interest" in the project. We thought we'd pass it along for your information.

HAVING EMPLOYEE PROBLEMS?..

The advent of wage stabilization, as another bulwark in the nation's structure against a boomeranging cost of living, has seen some knitted brows among station owners. They - like people in almost every industry - have a double-handful of questions to ask, and, frankly, the answers don't seem to have jelled yet.

We've been asked, among other things, what happens if someone else offers one of your employees more money to change jobs? Can you meet the wage increase so as to keep the man?

In the first place, this is plain, unfrilled labor piracy. The War Manpower Commission has bellowed mightily at such hiring practices. And, in many war industries, employers have voluntarily gotten together and agreed not to raid each other's personnel. In the opinion of the WMC, it's high time the broadcasters grew up and adopted a similar mutual agreement.

It all shapes up this way. You can't escape it, and you might as well face the music. You've lost a lot of skilled workers. You're going to lose more. And the only solution is to take it upon yourselves to train new workers - women, older men, and those physically unsuited for military service. Not tomorrow. But starting right immediately now.

The best available interpretation of how the new stabilization order will affect broadcasting - and circumstances can alter it - consider that

salaries below \$5,000 per annum are unregulated. The new Board of Economic Stabilization can exercise control over lower salaries if it proves necessary. It also seems logical that any man you're anxious to keep can be advanced to a better job which naturally entitles him to a boost in pay.

Another query we've heard is - "What happens when you have union contracts that call for automatic raises after certain terms of employment?" The best we can tell you at present is that a directive is expected at an early date legalizing such automatic increases whenever the employee has been hired with the understanding that he will be entitled to increases at certain future dates.

THE MAN HAS A POINT....

Another interesting criticism of the broadcasting business (which frequently gets some daisies) came to light recently in a letter from a Cleveland listener who wept softly upon the shoulder of the OWI's Elmer Davis about the way some of you folks have been mixing business with public service. After sober consideration, we think the gentleman's complaint is well-founded.

His remarks testify upon a trend by some stations to plant a one-minute commercial spot right slam-bang after the station break and letting it bite 60 seconds out of a following network news show. Then, when the local outlet has done with ballyhooing Krueger's Korn Kure, it decides to join up with the network and usually fades right into the middle of a sentence.

The net result is that the listener misses the lead-off news item and winds up with a distorted slant on the facts that may even give a dangerous backspin to the actual intended meaning of the newscaster's words.

Besides, it isn't polite. If you carry network news periods, take 'em in their entirety. Times aren't so hard you have to stable spot announcements in the front parlor like that.

COMING YOUR WAY...

From the indefatigable OWI, we learn that a new batch of "Radio Background Material" is being compiled for release to you people very shortly. These condensed monographs - which are intended to provide writers and producers with suitable dope on various important war issues - have already covered quite a few subjects, and we presume you're keeping them all on file.

First of the newest releases will be a study of President Roosevelt's seven anti-inflation antidotes, and ways that radio can help make them work. It's titled, "The Cost of Living", and will be mailed to all broadcast stations within a day or so.

Other topics in the early offing, as we hear it, are "Transportation", "Meat Sharing" and "Children in the War."

PRAISE FOR YOU....

It was rather fun reading the BVC obituaries. A number of stations wrote in very nice letters which we of the erstwhile BVC appreciate with a

Digitized by the Internet Archive
in 2013

<http://archive.org/details/broadcastersvict36broa>

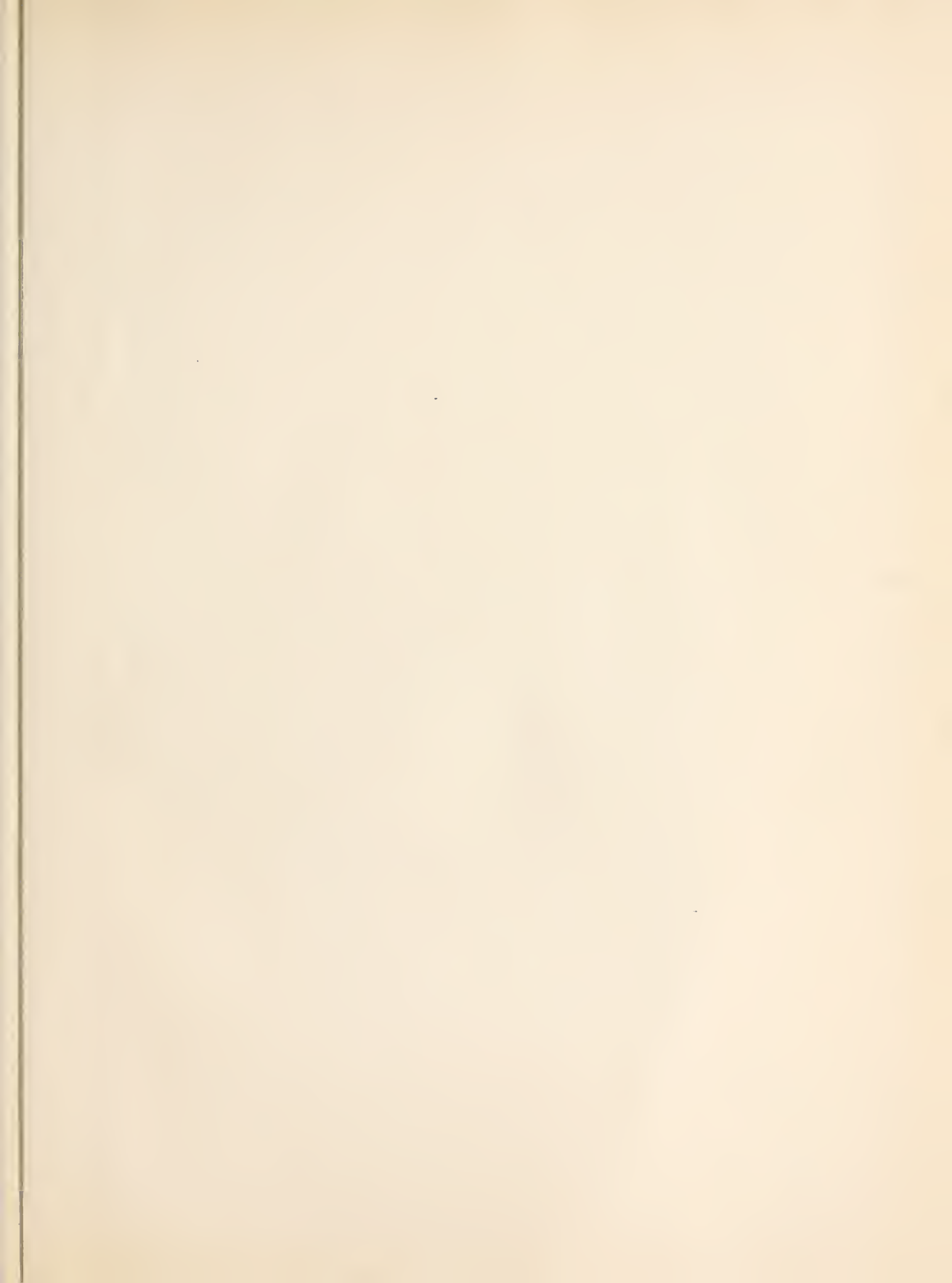
feeling of understandable warmth.

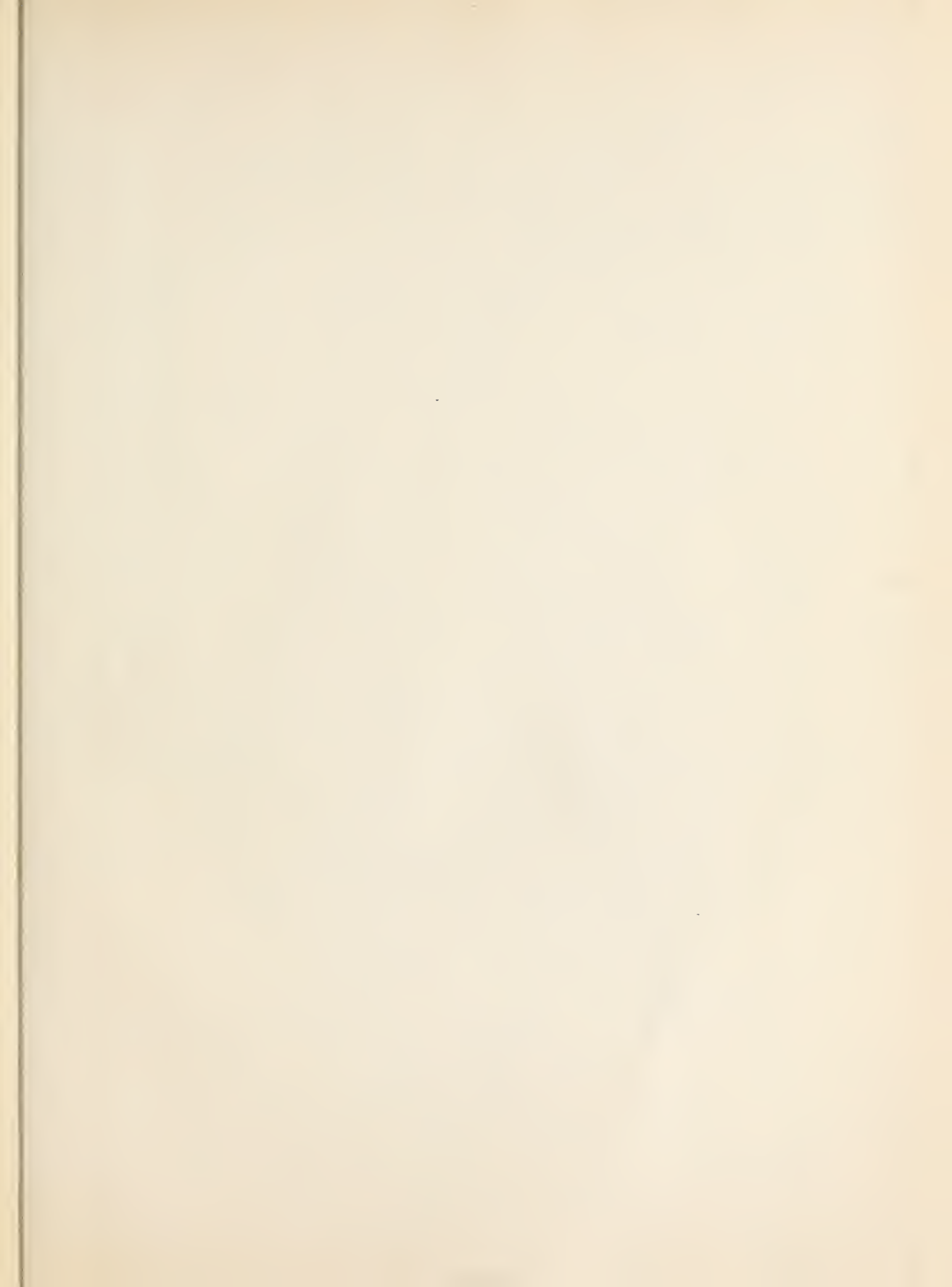
There was only one dissenting note - and it was by Lamar Kelley, Chief of the American Red Cross' radio section. Mr. Kelley disagreed with us in a pleasant way on one particular point - so far as his associations with the industry have been concerned. We pass this pat on the back along to you folks who deserve it..

"Before the BVC closes up shop, I want to register once again the appreciation of the Red Cross for the fine support you have given us in our radio work and to let you know that we will look forward to continued association with broadcasters through the new organization.

"I note that in your Bulletin #35 you say....'the radio industry has failed to live up to its potentialities as a force behind American radio geared to wartime conditions.' As far as we at the Red Cross are concerned, I could take exception to that by saying that both the BVC and the individual broadcasters have cooperated with our wartime projects completely and enthusiastically."

It's good that the Red Cross feels that way. Maybe in the near future the industry will be worthy of even higher praise.





BROADCASTERS VICTORY COUNCIL

Nos. 1-36. 1942.

ISSUED TO

Nos. 1-36

1942

LIBRARY *of the*
NATIONAL BROADCASTING CO., Inc.
R C A BUILDING
30 ROCKEFELLER PLAZA
NEW YORK, N. Y.

LIBRARY BUREAU CAT. NO. 1169.6

